

2007 ARIZONA VISITOR PROFILE

TOTAL DOMESTIC OVERNIGHT LEISURE VS. BUSINESS

	Overnight Leisure	Overnight Business	Total Overnight
Domestic Visitors	25.8 million	7.4 million	33.2 million
Average Length of Stay	3.7 nights	3.0 nights	3.5 nights
Average Age	49 years	48 years	48 years
Average Household Income	\$81,500	\$85,800	\$82,500
Average Travel Party Size	2.4 persons	1.6 persons	2.2 persons

QUARTER TRIP STARTED			
	Overnight Leisure	Overnight Business	Total Overnight
1st Quarter	23%	28%	25%
2nd Quarter	26%	26%	26%
3rd Quarter	26%	26%	26%
4th Quarter	25%	20%	24%

MAIN MODE OF TRANSPORTATION			
	Overnight Leisure	Overnight Business	Total Overnight
Auto	67%	40%	61%
Air	23%	44%	28%
Other	10%	16%	11%

PURPOSE OF STAY			
	Overnight Leisure	Overnight Business	Total Overnight
Business		100%	22%
Leisure	100%		78%
Getaway Weekend	22%		17%
General Vacation	22%		17%
See Friends/Relatives	35%		27%
Special Event	10%		8%
Other Personal	11%		9%

TOTAL DOMESTIC OVERNIGHT
LEISURE VS. BUSINESS
(CONTINUED)

ACCOMODATION TYPE			
	Overnight Leisure	Overnight Business	Total Overnight
Paid Hotel/Motel	46%	84%	55%
High End	11%	31%	16%
Mid-Level	16%	26%	19%
Economy	16%	21%	17%
Other	3%	6%	3%
Paid Non- Hotel/Motel	10%	4%	8%
Apartment/ Condo	1%	0%	0%
Bed & Breakfast	0%	0%	0%
Camping/RV	5%	0%	4%
Ship	0%	0%	0%
Timeshare	3%	0%	2%
Other	1%	3%	1%
Non-Paid	42%	10%	35%
Apartment/ Condo	35%	7%	29%
Bed & Breakfast	0%	0%	0%
Camping/RV	1%	0%	1%
Timeshare	0%	0%	0%
Other	4%	2%	4%
Unspecified	2%	1%	1%

HOUSEHOLD INCOME			
	Overnight Leisure	Overnight Business	Total Overnight
Average HH Income	\$81,500	\$85,800	\$82,500
Under \$50,000	29%	30%	29%
\$50,000 - 74,999	19%	17%	18%
\$75,000 - 99,999	18%	11%	17%
\$100,000 or Higher	35%	42%	36%

TRAVEL PARTY COMPOSITION			
	Overnight Leisure	Overnight Business	Total Overnight
Average Travel Party Size	2.4 persons	1.6 persons	2.2 persons
One Adult	21%	64%	32%
One Male and One	45%	14%	37%
Two Males or	3%	5%	4%
Three or more Adults	7%	9%	4%
Families	23%	8%	19%

TOTAL DOMESTIC OVERNIGHT
LEISURE VS. BUSINESS
(CONTINUED)

AGE			
	Overnight Leisure	Overnight Business	Total Overnight
Average Age	49 years	48 years	48 years
18-34 years	23%	25%	24%
35-54 years	38%	43%	39%
55+ years	38%	32%	37%

ORIGIN STATE			
	Overnight Leisure	Overnight Business	Total Overnight
Arizona	31.4%	29.5%	31.0%
California	26.0%	22.0%	25.1%
Texas	5.4%	9.4%	6.3%
Illinois	5.5%	4.8%	5.4%
New Mexico	3.0%	1.5%	2.7%
Nevada	2.8%	1.8%	2.6%
Ohio	2.4%	0.7%	2.0%
Colorado	1.5%	2.0%	1.6%
Washington	1.7%	0.9%	1.5%
Michigan	1.3%	2.0%	1.4%

PRIMARY ACTIVITY PARTICIPATION WHILE IN ARIZONA ²			
	Overnight Leisure	Overnight Business	Total Overnight
Dining	32%	38%	34%
Touring/ Sightseeing	26%	14%	23%
Shopping	23%	15%	21%
Entertain- ment	23%	8%	19%
Park: Na- tional, State	12%	4%	10%
Hike, Bike	10%	2%	8%
Visit Historic Site	7%	5%	6%
Look at Real Estate	7%	3%	6%
Camping	6%	1%	4%
Night Life	5%	3%	4%
Nature/ Culture	4%	5%	4%
Gamble	5%	1%	4%
Museum, Art Exhibit	4%	4%	4%
Attend Sports Event	4%	3%	4%
Festival, Craft Fair	5%	1%	4%
Golf	4%	2%	3%
Group Tour	3%	3%	3%
Hunt, Fish	3%	2%	3%
Concert, Play, Dance	3%	1%	2%
Other Adven- ture Sports	3%	1%	2%